

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 217911

Alt Order #:

**Product Desc:** 12-FHH-901

**Estimate:**

**Flight Dates:** 10/27/12 - 10/29/12

**Original Date / Rev:** 10/26/12 / 10/31/12

**Order Type:** REG

**Primary AE:** WOOD Local House

**Sales Office:** L-GR

**Sales Region:** Loc

**Agency Name:** Marketing Resource Group Inc

**Buying Contact:**

**Billing Contact:**

225 South Washington Square

Lansing, MI 48933

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser Name:** POL/Friends of Holly Hughes

**Demographic:** A35+

**Product Codes:** PL1

**Priority:** P3

**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:** TO1743

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$4,825.00	\$4,101.25
10/29/12	10/29/12	5	\$5,525.00	\$4,696.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$4,825.00	\$4,101.25	0.00
November 2012	5	\$5,525.00	\$4,696.25	0.00
<b>Totals</b>	<b>11</b>	<b>\$10,350.00</b>	<b>\$8,797.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/29/12	10/29/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1			\$650.00	0.00					
N 2	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$975.00	P3	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1			\$975.00	0.00					
N 3	WOOD	10/29/12	10/29/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1			\$450.00	0.00					
N 4	WOOD	10/29/12	10/29/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M-----	:30	1	\$1,150.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1			\$1,150.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WOOD	10/29/12-11/04/12	M-F 5p News		5-530p	M-----	:30		<del>(\$1,150.00)</del>		0.00	NM		
	Credited mg in contract#218420														
N 5	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$1,150.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

Order / Rev: 217911  
 Alt Order #:  
 Flight Dates: 10/27/12 - 10/29/12

Advertiser: POL/Friends of Holly Hughes  
 Product Desc: 12-FHH-901  
 Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$1,150.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WOOD	10/29/12-11/04/12		M-F 530p News		530-6p	M-----	:30		<del>(\$1,150.00)</del>		0.00	NM		
Credited mg in contract#218420															
N 6	WOOD	10/29/12	10/29/12	M-F 6p News M-F News 8 @6p	CM	6-630p	M-----	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,000.00		0.00			
N 7	WOOD	10/29/12	10/29/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$1,450.00	P3	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$1,450.00		0.00			
N 8	WOOD	10/27/12	10/27/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$350.00		0.00			
N 9	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$675.00	P3	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$675.00		0.00			
N 10	WOOD	10/27/12	10/27/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	-----S-	:30	1	\$600.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WOOD	10/22/12-10/28/12		Sat 6p News 8		6-630p	-----Sa--	:30		<del>(\$600.00)</del>		0.00	NM		
Credited mg in contract#218420															
N 11	WOOD	10/28/12	10/28/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$300.00		0.00			
N 12	WOOD	10/28/12	10/28/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$500.00		0.00			
N 13	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,000.00		0.00			
N 14	WOOD	10/28/12	10/28/12	Meet the Press Meet the Press	CM	858-1001a	-----S	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$2,000.00		0.00			
													Totals	11	\$10,350.00